

Creative Brief

Jessica Chen

10/27/2025

Project Title: Monarch Butterfly Website

Project overview

The goal of the website is primarily informational. It will explore the life cycle, migration, and conservation of Monarch butterflies, aiming to educate visitors on their ecological importance and inspire protection efforts.

Resources

This is the [Wikipedia](#) page I will be referencing. I also plan to use open-source images.

Overview

- Introductory page: what they are, their appearance, geographic location, quick facts, and why they are important
- Life cycle: from egg, caterpillar, chrysalis to butterfly
- Migration: information on how far they travel, maps showing migration path, threats during migration
- Conservation efforts: how individuals can help, statistics, ongoing initiatives